PHILIP MORRIS U.S.A.

Inter Office Correspondence

To: Ken Bunte **Date:** June 26, 1996

From: Deb Elfar **cc:** G. Kuhlmann
S. Rafferty
L. Steen

Subject: Parliament Key Chain Recall Cost Summary

Ken,

The following is a breakdown and summary of the associated costs for the Recall of the Parliament key chain, which was bought from Cyrk. The emails from respective departments detailing these costs are attached as "back up" for the summary below. Many thanks should go to Shelby and Lauren for helping bring all the appropriate parties together to obtain this information. Each department has their own invoicing back-up on file to support the summary shown below. If Finance wishes to verify further, the names of appropriate contacts can be found on the emails.

Parliament Key Chain Recall Costs:

• CRI/Fulfillment Charges (see email for detailed breakdown)	$10,046.58
• TPN / Printing of Poster	3,040.00
• Madden /Printing of Materials for Kit (see email for breakdown)	95,925.00
• PMX/Kit Assembly & Distribution	6,000.00
• Cost of refund letter & check @$5/letter	133,770.00
GRAND TOTAL:	**$248,781.50**

There were no telemarketing costs from Sitel to recover for this project.

If you have questions or require further information, please let me know.

attachments: emails with breakdowns from different groups.

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Source: https://www.industrydocuments.ucsf.edu/docs/pmmn0004